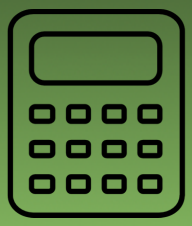

MONTHS AT A LOSS
(SERVICE)

MONTHLY OVERHEAD COSTS:

PRICE OF SERVICE:

CONVERSION RATE:

CLIENTS REQUIRED:

OVERHEAD COSTS / PRICE OF SERVICE

LEADS REQUIRED:

LEADS x CONVERSION RATE = CLIENTS

MONTHS AT A LOSS:

LEADS / ESTIMATED LEADS GAINED IN A MONTH